



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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January 28, 2014

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

#3 OF JANUARY 28, 2014

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVE CONTINUATION OF THE
HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM
FARE INCREASE FOR PARK-AND-RIDE AND SHUTTLE SERVICES
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

This action is to approve continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2014 and 2015 summer seasons and to approve fare increases for the park-and-ride and shuttle services.

IT IS RECOMMENDED THAT THE BOARD AFTER THE PUBLIC HEARING,

1. Find that the Hollywood Bowl Park-and-Ride and Shuttle Program is statutorily exempt from the provisions of the California Environmental Quality Act.
2. Approve continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide bus service from park-and-ride and shuttle lots to the Hollywood Bowl for the 2014 and 2015 Hollywood Bowl summer seasons at an estimated cost of \$2,800,000 and \$2,827,000, respectively, with the County of Los Angeles' share of the cost estimated to be \$609,000 and \$539,000, respectively.
3. Approve a fare increase for the roundtrip park-and-ride service for the 2014 Hollywood Bowl season to \$6 per person for patrons with prepurchased tickets. Approve a fare increase for the 2015 season to \$7 per person for patrons with prepurchased tickets and \$12 per person for cash-paying patrons. Approve a fare increase for the 2015 season for the shuttle service to \$6 per person for a roundtrip.

4. Authorize the Director of Public Works or her designee to negotiate and award contracts for the 2014 and 2015 seasons to independent bus operators that are determined to be the most qualified, responsible proposers for the park-and-ride lots.
5. Authorize the Director of Public Works or her designee to negotiate and award any necessary agreements with various municipal bus operators to provide service for the park-and-ride lots for the two seasons.
6. Authorize the Director of Public Works or her designee to execute an agreement with the Los Angeles Philharmonic Association for the Philharmonic to provide buses for the distant park-and-ride lots in the event a contracted bus operator fails to deliver service and to contribute an estimated \$396,000 for the 2014 season and \$341,000 for the 2015 season toward the net cost of the park-and-ride service, which is based on the 44 percent pro-rata share the Philharmonic financed over the past two seasons; and for the County of Los Angeles to contribute \$105,000 toward the cost of the shuttle service for each summer season.
7. Instruct the Director of Public Works or her designee to sign the necessary agreements after County Counsel has reviewed and approved as to form.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to approve continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride and shuttle lots to the Hollywood Bowl for the 2014 and 2015 summer seasons, to increase the fares, and to find the program exempt from the California Environmental Quality Act. Beginning with the 2014 season, the Philharmonic will add three concerts to their summer schedule. An increase in fares will help reduce additional bus lease costs associated with providing park-and-ride and shuttle service for three additional concerts. The Philharmonic will continue its marketing campaign to promote the Program and encourage the prepurchase of park-and-ride tickets. The Philharmonic will also contribute toward the cost of the park-and-ride service, which they have done since the 2012 season.

The cost of a pre-purchased round-trip park-and-ride bus ticket will increase from \$5 to \$6 per person for the 2014 season and to \$7 for the 2015 season. The cost of a ticket without advance purchase will remain at \$10 for the 2014 season and will increase to \$12 for the 2015 season. The shuttle service fare will increase from \$5 to \$6 beginning with the 2015 season.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provisions of Operational Effectiveness (Goal 1) and Integrated Services Delivery (Goal 3). This Program provides services to the public in a responsive manner and allows our residents to enjoy the arts. Providing these services improves the mobility of the patrons and decreases traffic congestion in the vicinity of the Hollywood Bowl. This Program is a public-private partnership that enables the County to provide these services in a cost-effective manner.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The estimated cost for the 2014 season for the park-and-ride service is \$2,695,000 and \$105,000 for the shuttle service. After consideration of the Los Angeles County Metropolitan Transportation Authority funding of \$847,000, anticipated farebox of \$948,000, and the Philharmonics' contribution estimated to be \$396,000, the County's share of the cost of the Program is estimated to be \$609,000.

For the 2015 season, the estimated cost for park-and-ride service is \$2,722,000 and \$105,000 for the shuttle service. The Los Angeles County Metropolitan Transportation Authority funding of \$847,000, anticipated farebox of \$1,100,000, and the Philharmonics' contribution estimated at \$341,000 reduces the County's share of the cost of the Program to an estimated \$539,000.

The County's cost of the Program will be financed from the Top-of-Pot allocation of the County's Proposition A Local Return Transit Program and will be included in the recommended Fiscal Years 2014–15 and 2015–16 Transit Enterprise Fund Budget administered by the Department of Public Works.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Board approved providing public transportation from outlying park-and-ride lots throughout the County and local shuttle lots to the Hollywood Bowl performances during the past 40 summer seasons. The Program was highly successful in transporting approximately 31 percent of the 2013 Hollywood Bowl season attendees to this special event center.

The 2014 and 2015 Programs will operate between June and September of each year. The park-and-ride and shuttle lots may include, but are not limited to, the proposed park-and-ride and shuttle lots indicated on the enclosed list.

The various operators providing bus service from the park-and-ride lots may include, but are not limited to, Star Dust Tours Incorporated; Finish Line Charter; So Cal Limousine Rental LLC; Transit Systems Unlimited, Inc.; and TourCoach Charter. The agreements with these operators will be approved, as to form, by County Counsel prior to submittal to the Director of Public Works or her designee for signature.

There is no charge for patron parking at the park-and-ride and shuttle lots except for the Hollywood and Highland lot. The Philharmonic will obtain approval from the property owners at each lot to operate the park-and-ride and/or shuttle services from their lot and pay for any lease fees. Should a lot location become unavailable for use, the Philharmonic may arrange for an alternate site. As in past years, bus operators serving each lot will provide the necessary liability insurance to hold harmless the property owners of the park-and-ride and shuttle lots; the Philharmonic; and the County, its special districts, elected officials, officers, agents, employees, and volunteers.

In the approved motion on December 15, 2009, the Board of Supervisors asked for an annual update regarding progress with using clean diesel or alternative-fuel buses to provide this service. In response, Public Works requires potential bidders and awardees of the park-and-ride service to complete and submit the Statewide Heavy Duty Truck and Bus Fleet Calculator form. This form is available on the California Air Resources Board website and once completed indicates if a contractor has complied with California Air Resources Board regulations for lowering emissions. For the 2013 season, all contractors complied with California Air Resources Board regulations.

In 1995, the fare for the park-and-ride service was set at \$5. In 2009, a two-tiered fare was implemented for the park-and-ride service increasing a cash-paying fare to \$8. In 2012, the cash-paying fare was increased to \$10. The shuttle fare was increased in 2011 from \$4 to \$5. Since that time, the cost to provide these services has increased. Beginning with the 2014 season, the fare for patrons who prepurchase park-and-ride bus tickets will increase from \$5 to \$6 per person for a roundtrip. The fare for patrons who do not prepurchase tickets will remain at \$10 per person for a roundtrip. The fare for the shuttle will remain at \$5 per person for a roundtrip. In 2015, the fare for patrons who prepurchase park-and-ride bus tickets will increase from \$6 to \$7 per person for a roundtrip. The fare for patrons who do not prepurchase tickets will increase from \$10 to \$12 per person for a roundtrip. The fare for the shuttle will increase from \$5 to \$6 per person for a roundtrip.

In accordance with Section 66018 of the California Government Code, after a public hearing that complies with Section 6062a of the Government Code, the Board may approve the implementation of an increase in the fares for park-and-ride services. This action complies with these provisions of the Government Code.

ENVIRONMENTAL DOCUMENTATION

The proposed program is statutorily exempt from the California Environmental Quality Act pursuant to Section 21080(b)(10) of the Public Resources Code. This exemption provides for the implementation of passenger or commuter transit services.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

These actions provide for continuation of the current service.

CONCLUSION

Please return one adopted copy of this letter to the Department of Public Works, Programs Development Division.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER

Director

GF:JTW:yr

Enclosures

c: Chief Executive Office (Rita Robinson)
County Counsel
Executive Office

PARK-AND-RIDE AND SHUTTLE LOT LOCATIONS

The park-and-ride and shuttle lots may include, but are not limited to, the following locations:

Park-and-Ride Lots

Lot 1	Sherman Oaks	Westfield Fashion Square 14006 Riverside Drive Sherman Oaks, CA 91423
Lot 2	Westwood	Federal Building 11000 Wilshire Boulevard Westwood, CA 90024
Lot 3	Chatsworth	Chatsworth Metrolink Station 21510 Devonshire Street Chatsworth, CA 91311
Lot 4	Westchester	Westchester Shopping Center 6212 West Manchester Avenue Westchester, CA 90045
Lot 5	Pasadena	Pasadena Public Parking Lot Marengo Avenue and Ramona Street Pasadena, CA 91101
Lot 6	El Monte	El Monte Bus Terminal 3501 Santa Anita Avenue El Monte, CA 91731
Lot 7	Torrance	Wilson Community Park 2000 North Crenshaw Boulevard Torrance, CA 90503
Lot 8	Santa Monica	Santa Monica Department of Motor Vehicles 2235 Colorado Avenue Santa Monica, CA 90404
Lot 9	East Los Angeles	East Los Angeles College Weingart Stadium Parking Lot 1301 Avenida Cesar Chavez Los Angeles, CA 91754

Lot 10 Lakewood	Lakewood Center Mall 500 Lakewood Center Mall Lakewood, CA 90712
Lot 11 Downey	Downey Metro Green Line Station South Parking Lot 12801 Lakewood Boulevard Downey, CA 90242
Lot 12 Culver City	Ince Public Parking Lot Washington Boulevard Culver City, CA 90230
Lot 13 Arcadia	Arcadia Park 405 South Santa Anita Avenue Arcadia, CA 91003
Lot 14 Rowland Heights	Schabarum Regional Park 17250 East Colima Road Rowland Heights, CA 91748

Shuttle Lots

Los Angeles Zoo Lot	5333 Zoo Drive Section "C" Los Angeles, CA 90024
Hollywood and Highland Lot	6801 Hollywood Boulevard Los Angeles, CA 90028
Ventura Lot	10801 Ventura Boulevard Los Angeles, CA 91604
Ventura Annex Lot	10601 Ventura Boulevard Los Angeles, CA 91604